



USDA Weekly Retail Turkey Feature Activity

Fri. Jan 13, 2006

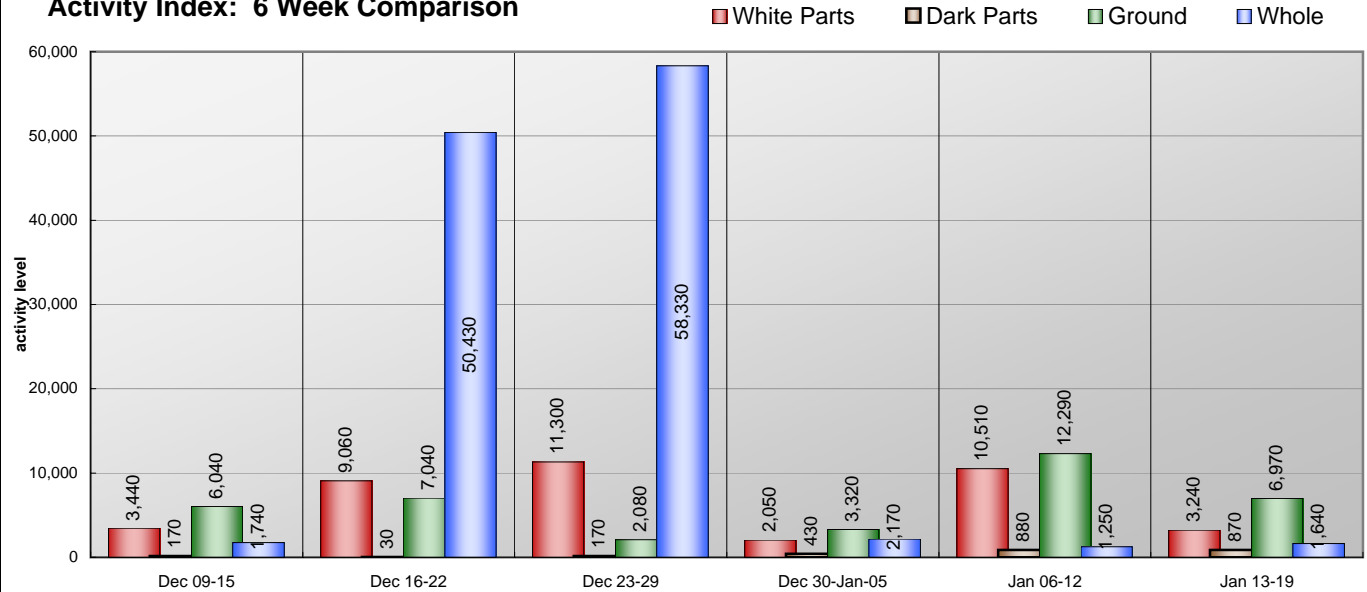
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/13 thru 01/19.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	47.9% of 16,700 outlets		56.3% of 16,700 outlets	
Special Rate 4/	7.2%		12.1%	
Activity Index 2/	12,720		24,930	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	20	1.09		
" - Toms	20	1.09		
Frozen - Hens	800	0.81	620	0.81
" - Toms	800	0.81	630	0.81
PARTS:				
Breast:				
Bone-in, whole				
Fresh	320	1.47	490	1.97
Frozen	450	1.50	420	1.55
Hotel Style				
Fresh				
Frozen				
Split, bone-in				
Fresh	10	2.48	660	2.64
Rotisserie	1,360	6.00	3,290	6.97
Boneless, whole				
			110	2.99
Cutlets	660	4.24	2,580	4.26
Strips			910	4.33
Tenders	440	3.67	2,050	4.01
DRUMSTICKS				
	60	1.29	350	1.28
THIGHS				
	60	1.59		
WINGS				
	180	1.09	320	1.29
NECKS				
	180	1.09		
SMOKED DRUMSTICKS				
	250	1.50	130	1.68
SMOKED WINGS				
	140	1.59	40	1.39
SMOKED NECKS				
			40	1.39
GROUND TURKEY:				
	6,970	2.45	12,290	2.63
Patties	180	2.55	1,280	2.59
Sausage	1,120	2.24	2,400	2.58
85% lean	1,490	1.60	2,190	1.66
93% lean	2,880	2.26	3,690	2.27
Breast	1,300	3.99	2,730	3.96

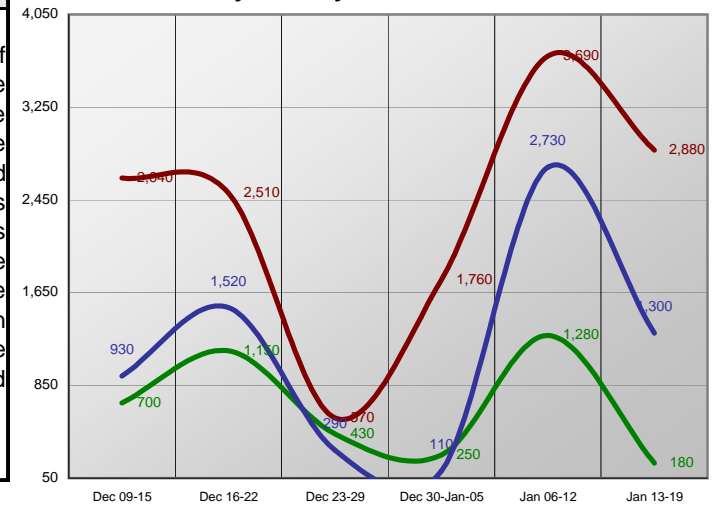
Activity Index: 6 Week Comparison



Turkey Featuring - 01/13 thru 01/19

Feature activity of turkey at retail counters dropped by half this week across all selections on weak to lower average price levels. Frozen whole birds continue to see some feature activity with price levels stabilizing following a large drop after the holiday season. Breast cut activity declined sharply with significantly fewer outlet and tender ads this week. The full range of dark cuts are being featured this week but activity is down. Ground turkey products continue to enjoy good promotion but advertised prices tend to be inconsistent and generally lower, particularly on 85% lean which is being featured more commonly this week in value pack sizes. Some increase late in the ad cycle for ground breast and 93% lean is noted.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	45.6% of 8,200 sampled outlets 6.0% of stores w/ no-price promotions Activity Index = 7,230			42.8% of 4,900 sampled outlets 6.6% of stores w/ no-price promotions Activity Index = 3,070			59.8% of 3,600 sampled outlets 10.6% of stores w/ no-price promotions Activity Index = 2,420		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens				0.99 - 1.19	20 1.09				
" - Toms				0.99 - 1.19	20 1.09				
Frozen - Hens	0.69 - 0.79	440 0.76		0.69 - 0.99	340 0.88		0.79	20 0.79	
" - Toms	0.69 - 0.79	440 0.76		0.69 - 0.99	340 0.88		0.79	20 0.79	
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.98 - 1.89	210 1.72		0.99	110 0.99				
Frozen	1.29 - 1.69	190 1.49		1.29 - 1.69	250 1.52		1.29	10 1.29	
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh				2.48	10 2.48				
Rotisserie	4.99 - 7.99	1,070 6.16		4.99 - 7.99	280 5.31		8.99	10 8.99	
Boneless, whole									
Cutlets	3.69 - 4.79	450 4.24		2.99 - 4.54	210 4.25				
Strips									
Tenders	3.49	140 3.49		2.99 - 3.99	180 3.80		3.69	120 3.69	
Drumsticks	1.29	60 1.29							
Thighs	1.59	60 1.59							
Wings	0.99 - 1.29	180 1.09							
Necks	0.99 - 1.29	180 1.09							
Smoked Drumsticks	1.39 - 1.59	230 1.54		0.99	20 0.99				
Smoked Wings	1.59	140 1.59							
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 2.59	150 2.58		1.83 - 2.50	30 2.40				
Sausage	1.99 - 2.39	870 2.22		2.05 - 2.50	160 2.14		2.55	90 2.55	
85% lean	0.88 - 1.69	450 1.53		0.99 - 1.66	280 1.53		0.99 - 2.08	760 1.68	
93% lean	1.99 - 2.80	1,360 2.31		1.83 - 2.29	610 2.02		2.00 - 2.55	910 2.34	
Breast	3.69 - 4.69	610 4.02		3.03 - 3.99	210 3.89		3.99	480 3.99	

Note: See page 1 for explanatory notes.